



Edukasi Konservasi melalui Storytelling Visual

*Webinar Talk Hari Gajah Sedunia,
12 Agustus 2020*

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Sebumi



Sebumi Journey is an eco travel experience provider to explore and learn the beauty and biodiversity of Indonesia's nature, culture and sustainability.



Travel to Connect



Connect with Nature



Connect with People



Connect with Yourself

Sebumi Ecotravel Principles



Low Impact Travel

Travellers reduces impact of travelling to environment through principles of Zero Waste Journey (3R & Carbon Offsetting actions)



Community Connection

Travellers makes meaningful connection and contributes back to local community around the destination.



Conservation Actions

Travellers understand conservation issues and take action to get involved in making impact

Conservation Education Trip

Sebumi Mendaki

- Mt. Semeru
- Mt. Rinjani
- Mt. Kerinci

Sebumi Merimba

- Tanjung Puting
- Leuser
- Meru Betiri

Sebumi Melaut

- Bali Barat
- Komodo
- Kep. Seribu

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<p>BOOK NOW</p> <p>Sebumi Melaut</p> <p>Email: info@sebumi.id Whatsapp: +62 82120110031 (Mikaela) www.sebumi.id</p>	<p>at Bali Barat</p>	<p>Bali Barat</p> <p>Sebumi Melaut</p> <p>19-22 December 2019</p> <p>Get Discount & Merchandise for Early Birds</p> <p>Book Now! Email: info@sebumi.id Whatsapp: +62 82120110031 (Mikaela)</p>
<p>BOOK NOW</p> <p>Sebumi Mendaki</p> <p>Email: info@sebumi.id Whatsapp: +62 85770678885 (Rifka) www.sebumi.id</p>	<p>Bromo Tengger Semeru National Park</p>	<p>Mount Semeru</p> <p>Sebumi Mendaki</p> <p>24-27 Oktober 2019</p> <p>Get Discount & Merchandise for Early Birds</p> <p>Book Now! Email: info@sebumi.id Whatsapp: +62 85770678885 (Rifka)</p>

SEBUMI SUSTAINABILITY WORKSHOP

BIODIVERSITY
Discover Urban
Wildlife Near you!



FOOD
Make your Own
Kitchen Garden



WATER
Managing Household
Water



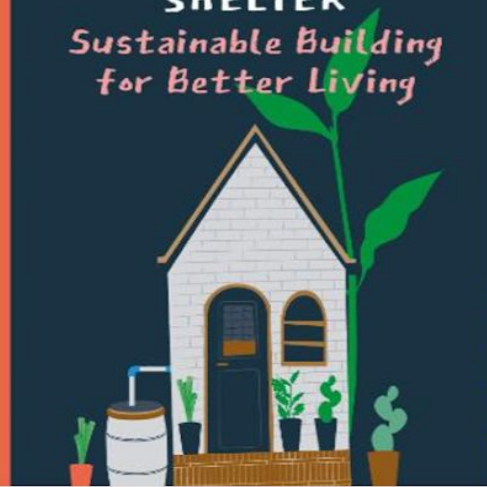
WASTE
Home
Composting



ENERGY
Lighten up the
city with
Renewable Energy



SHELTER
Sustainable Building
for Better Living



TRANSPORTATION
Making Fuel
from Plastic



Agenda



Ekowisata

di Era New Normal



Virtual Storytelling

Melalui Virtual Tour




Membangun Virtual Tour

Virtual Tour

Ekowisata

di Era New Normal





One of the potential tools to sustaining nature is Ecotourism

Ecotourism generates income for biodiversity conservation programs and economic benefits for communities living in rural & remotes areas.
It's a way to utilize natural resources sustainably.

1

Visit and education from Nature reserves

2

Protect the environment & biodiversities and minimises environmental impacts

3

Give benefits for local people and communities

Selamat Datang di Abad Virtual

Bekerja, Belajar, Berbelanja & Bertamasya dari Rumah

IMPACT ON SHOPPING & OUT-OF-HOME ACTIVITIES



37%
Increased their **online shopping** activities



31%
Reduced shopping from **brick & mortar stores**



57%
Reduced their **outdoor entertainment** activities



55%
Visit malls less often



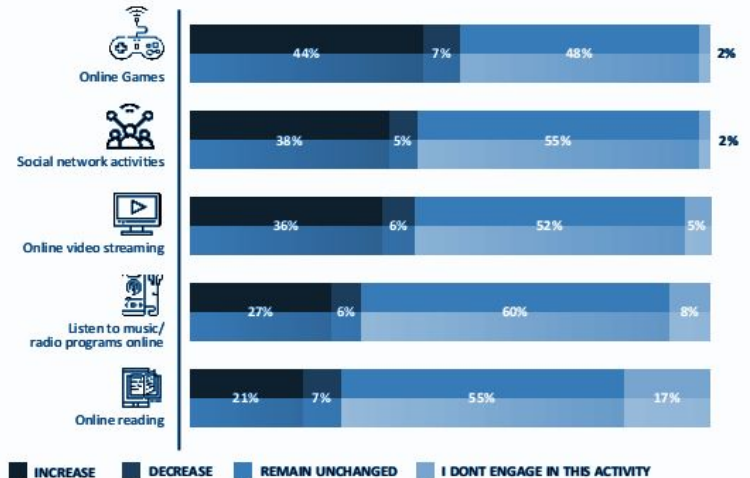
51%
Are eating out less



41%
Started **working from home** more than before

IMPACT ON SOCIAL MEDIA BEHAVIORS

With need to spend more time indoors than before, online entertainment activities is on the rise. Online gaming, social network browsing and online video streaming are the primary activities engaged in.



Sumber: Nielsen, 2020

A group of hikers with backpacks are interacting with local villagers in a rural village. The hikers are wearing dark clothing and backpacks, and the villagers are wearing traditional attire. The background shows traditional thatched-roof huts and lush greenery.

Kebangkitan Nature, Wellness, Local, Rural & Remote Tourism

Sumber: 100 Consumer Behavior in New Normal by
Yuswohady (Inventure Knowledge)

Pengalaman **OMNI** Channel

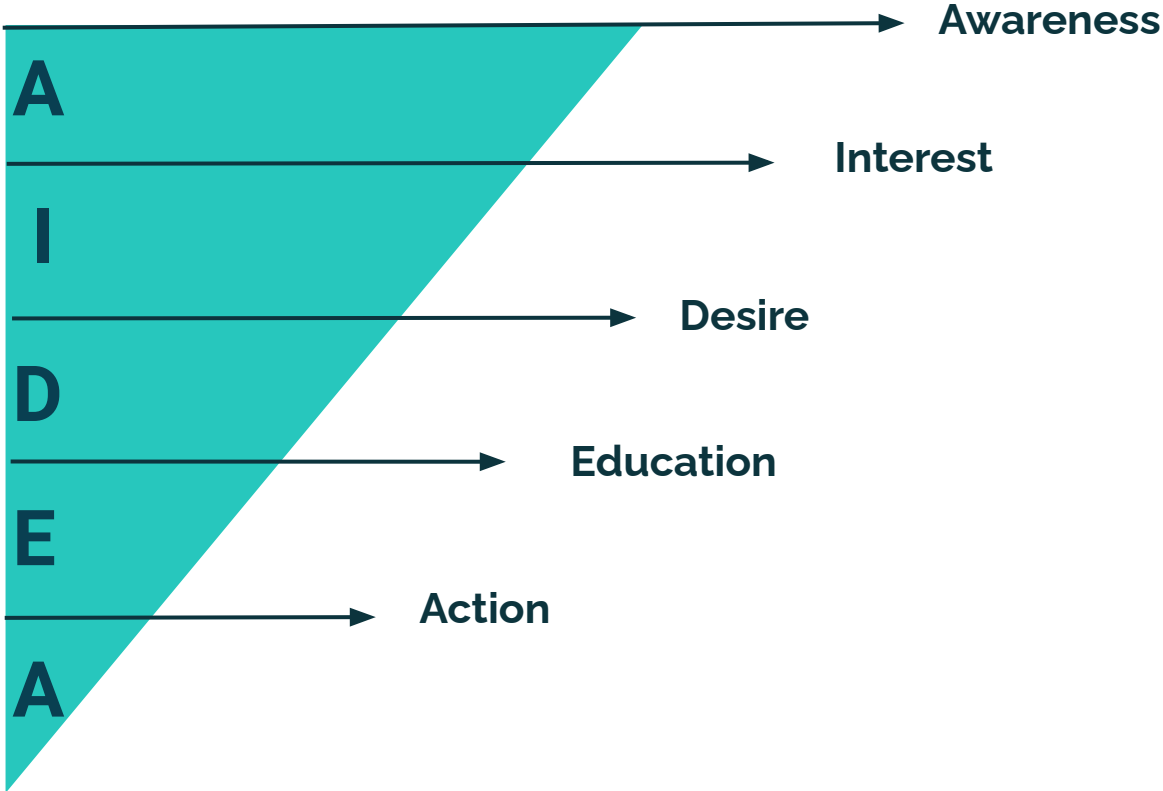
(Omni= Semua)

Kombinasi dari pengalaman online & offline bagi customer dalam menyediakan produk & jasa untuk memenuhi kebutuhan dan menjamin kepuasan akan keseluruhan total pengalaman customer untuk meningkatkan penjualan serta repeat order.



Channel: website, mobile apps, social media, email, physical stores, call center, chatbot.

Pendekatan Pemasaran Online Dalam Pengalaman Wisata (AIDEA)



Virtual Storytelling

Melalui Virtual Tour



Apa dan Mengapa Virtual Tour?

Perjalanan wisata ke suatu destinasi yang dilakukan melalui perantara teknologi informasi, komputer dan jaringan



Care



Curation



Call to Action

Plus dan Minus Virtual Tour

+

- Akselerasi Informasi dan penyampaian pesan yang padat dalam waktu yang singkat
- Menjangkau lebih banyak orang dari berbagai lapisan baik umur, lokasi maupun minat
- Tidak terpengaruh faktor alam seperti cuaca & waktu



-

- Bukan Pengalaman inderawi yang utuh
- Minimnya interaksi antara wisatawan, sesama wisatawan, guide dan atraksi destinasi
- Distraksi atensi peserta dan kebergantungan pada teknologi dan alat

Media Yang Dapat Digunakan



Tipe & Contoh Virtual Tour

Berbasis Tempat

i.e. Museum, Rumah Adat.

Berbasis Area

i.e. Desa Wisata, Kota Tua

Berbasis Pengalaman

i.e. Membatik, Diving

Berbasis Tema

i.e. Sejarah Jakarta, Konservasi Gajah

Berdasarkan Panduan:

Guided, Self Guided atau Kombinasi

Berdasarkan Teknologi:

Full Virtual (Full AR/VR). Semi Virtual (Kombinasi)



BACKGROUND

Facts



TRASH CONCERNS IN INDONESIAN MOUNTAINS

JUMLAH SAMPAH

Srikandi Peduli Sampah Study

1 week around 1000 climber with
trash production 142 gr per climber,
→ 142 kg /week → 0,5 ton per month
→ 6 tonnes per year.

Rinjani Clean Up 10-11 Dec 2016

500 personnel in 2 days
→ 1,5 ton (Total).

Sapu Jagad 2017 in 15 mountains

→ 600 karung sampah
→ 2,4 ton (Total).

JENIS SAMPAH

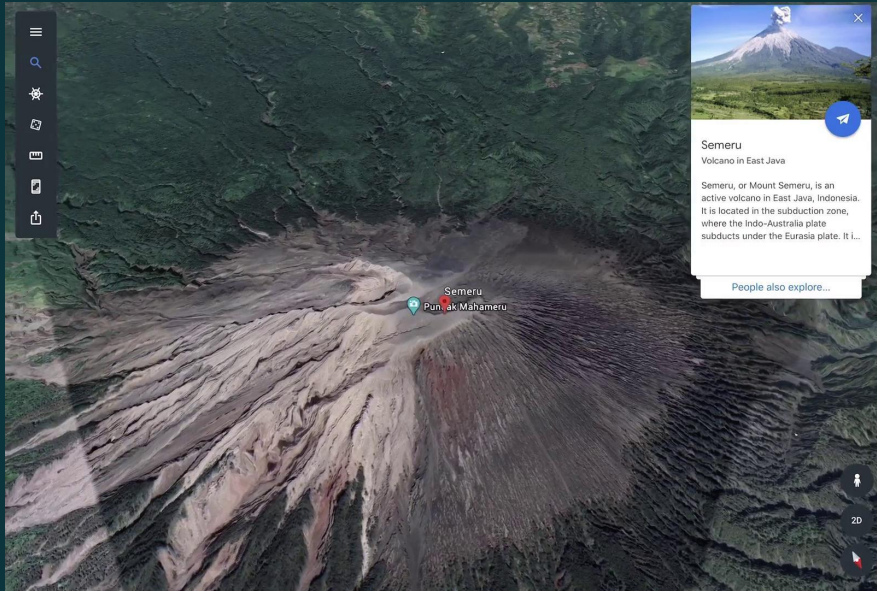
Sapu Jagad 2017

- ─ 36% plastic
- ─ 23% bottles
- ─ 10% cigarettes
- ─ 31% miscellaneous (can, tissue, leftover foods, etc)

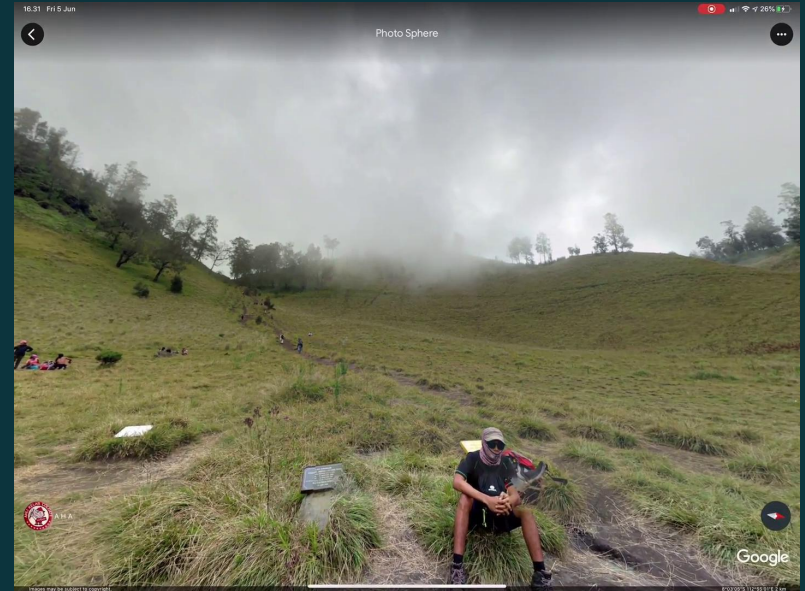
Operasi Jalur Bersih Cibodas

- ─ 19,6 % plastic
- ─ 16.2 % cans
- ─ 10.8 % bottles
- ─ 53.4 % miscellaneous (sterofoam, cigarretes, tissue, paper, etc)

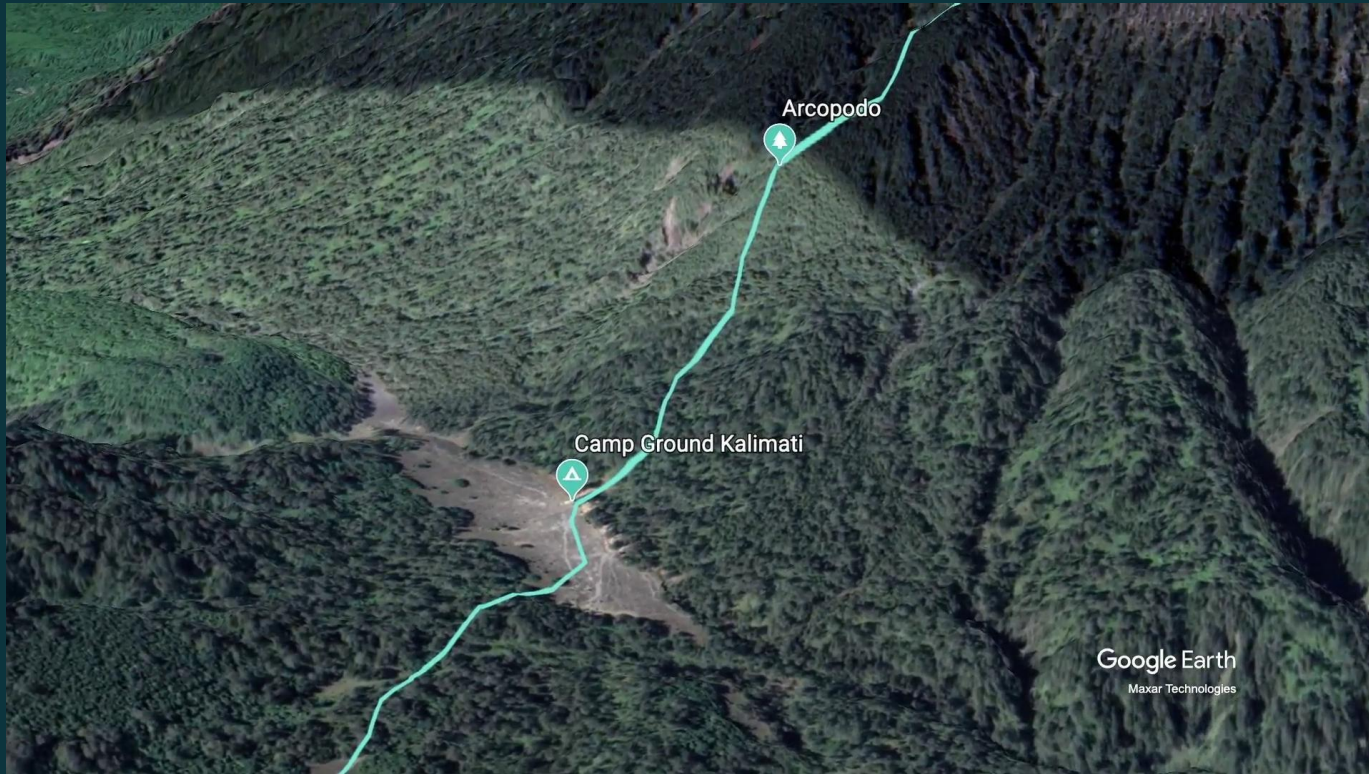
Google Earth Studio



Google Street View 360



Google Earth Studio



Google Earth
Maxar Technologies

Membangun

Virtual Tour





Langkah-langkah Mengembangkan Virtual Tour

1. Desain Kerangka Virtual Tour (Tipe, Tema, Durasi, Media, Waktu Pelaksanaan)
2. Membangun pesan dan narasi (host dan narator)
3. Menggabungkan audio, visual, dan narasi
4. Persiapan dan penyempurnaan penyampaian materi
5. Penyampaian materi

Membangun Pesan & Narasi



Struktur

Ide & konsep cerita, jalan cerita, pembagian segmen-segmen cerita, Q&A, Call to Action, Conclusion Closing



Narasi

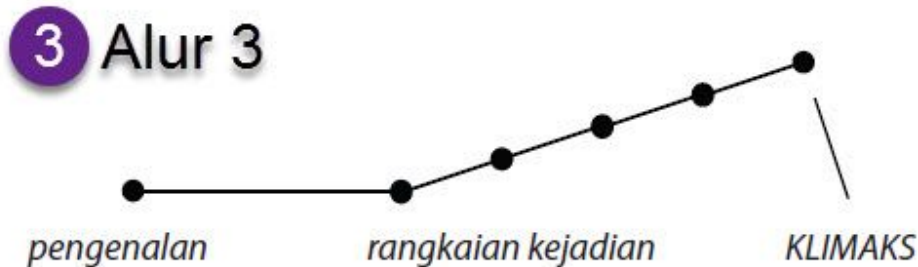
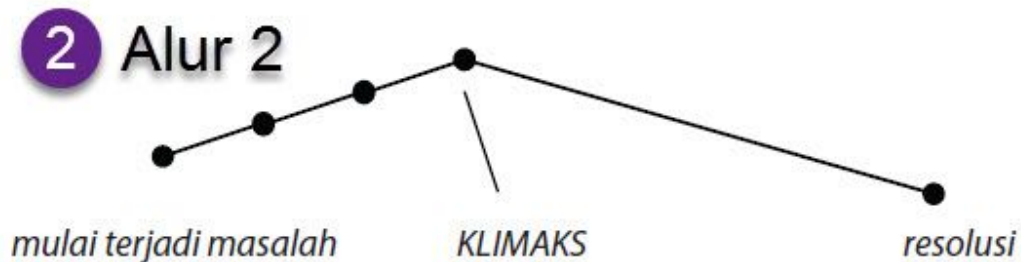
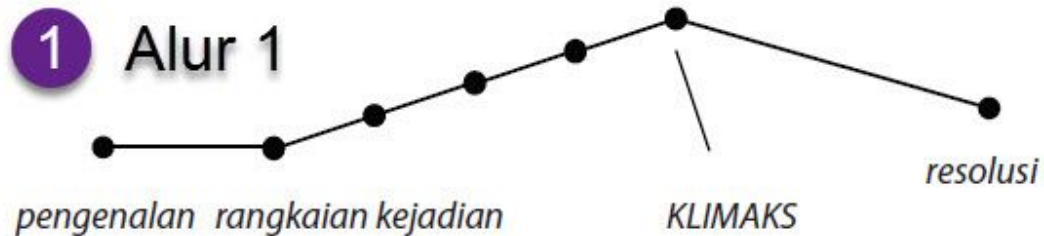
Membangun narasi menggunakan metode TORE (Thematic, Organized, Relevant, Enjoyable)



Storytelling

Storytelling adalah teknik penyampaian informasi/cerita yang menarik dan dapat mengubah perasaan audience

Membangun Alur Cerita



Membangun Audio Visual



5 Senses Experience

- **Pendengaran & Penglihatan:**
Audio visual (video & audio record)
- **Penciuman, Sentuhan & Rasa:**
Paket Merchandise yang dikirim ke rumah



Menjahit Audio Visual dengan Narasi



Video Production

- **Storyboard**
- **Breakdown Script**
- **Compile Asset (Audio & Video Stock)**
- **Offline Editing (Video Sortir, Flow, Pace, Timing, SFX dummy)**
- **Online Editing (Finalized)**

Short Preview



Feedback



**“Ecotourism plays a
very critical role in Conservation
Education.**

**Virtual Storytelling will be the new
normal tools to deliver Conservation
Education”**

Thank You



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*"Look deep into nature and you will
understand everything better"*

Einstein